Section 4: Benchmarking Analysis

DirectionFinder® Survey Year 2005 Benchmarking Summary Report

Overview

ETC Institute's *DirectionFinder* program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 120 cities and counties in 23 states. Most participating communities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute during October 2004 to a random sample of 2,000 residents in the continental United States and (2) survey results from large cities and counties where the DirectionFinder® survey was administered between July 2003 and December 2005. The national survey results were used as the basis for the mean performance ratings that are shown in this report. The results from individual cities were used as the basis for developing the range of performance that is shown in this report for specific types of services. The 20 cities included in the performance comparisons that are shown in this report are listed below:

- Arlington County, Virginia
- Dallas, Texas
- Denver, Colorado
- Des Moines, Iowa
- Durham, North Carolina
- Fort Worth, Texas
- Houston, Texas
- Indianapolis, Indiana
- Johnson County, Kansas
- Kansas City, Missouri

- Miami-Dade County, Florida
- Minneapolis, Minnesota
- Oklahoma City, Oklahoma
- San Antonio, Texas
- San Bernardino County, California
- San Diego, California
- St. Louis County, Missouri
- Tulsa, Oklahoma
- Wayne County, Michigan
- Wichita, Kansas

One set of charts shows the results for Miami-Dade County compared to the national average for residents who live in cities with more than 350,000 results. The other set of charts shows the highest, lowest, and average (mean) levels of satisfaction for a wide variety of services. The mean rating on the second type of charts is shown as a vertical line and indicates the mean ratings from ETC Institute's national survey for residents who live in cities with a population of more than 350,000. The actual ratings for Miami-Dade are listed to the right of each chart. The dot on each bar shows how the results for Miami-Dade compare to the other communities where the DirectionFinder® survey has been administered.



































